



Finding a Female Coordinator

This fact sheet is the first step to finding a dedicated Female Coordinator to sit on your committee/board to drive the development of a female team. This role and the work they do is to be supported by everyone at the club.

Think about your club today.....

	How many female members do you have (players, coaches, committee members, etc?)			
Players		Committee members	Coaches	Other
Juniors	Seniors			

- The role of the clubs Female Coordinator is to honestly review the club environment and work towards ensuring it's welcoming for females and their families. They also need to promote the club within the community with the view to attracting them to your club.
- Look around your club, think about your players, their family connections and identify people who display the following characteristics:

Character traits

- Has a positive approach to life.
- Lives the values of the club.
- Is motivated and a 'go getter!'
- Is happy to seek feedback from others.

Skills desired

- Understands the benefits that females bring to the club environment.
- Understands the vision for the club and has a grasp of the club environment.
- Can set goals, work towards a plan and demonstrate actions required to start a team.
- Can engage and motivate others to help out with the female team.
- Can work with others by sharing tasks and completing them as agreed.
- Can communicate clearly (can start a conversation with people they have never met, can ask questions and use multiple methods, phone email, social media).

Time commitment required

- Can commit to the program from the planning phase to the end of the season.
- Is reliable to be where they say they will be and do what they say they will do.
- Has time each day/week initially to get the program up and running.
- Initially, wants to be there on game day and at social events to ensure integration is occurring.

Connection with the club

- Has a passion for the club and wants to see growth.
- Can honestly assess the club culture/environment and suggest ways to improve.
- Will promote the whole club's successes.



Responsibilities

- Assess the current club environment and suggest things that can be improved to make the club welcoming for females and their families.
- Form relationships within the community with the goal of recruiting female players to the club.
- Create and implement player recruitment strategies targeted at primary school age girls.
- Advertise and promote the female playing opportunities of the club.
- Be the primary contact point of parents and potential female players wishing to learn more about your and its playing options.
- Create marketing information which can be provided to existing club participants to assist in recruiting new players to your club.
- Updated the club website to reflect the latest recruitment information.
- Consider running a number of female only “come and try” or “meet the coach” days inviting potential players to come and experience your sport and your club.
- Coordinate any female only “come and try” or “meet the coach” days including coaches, participants, equipment and catering.
- Create and maintain a register of key relationships in recruitment (e.g. junior clubs, schools etc).

The more traits the person has, the more suitable they will be to taking on the role of Female Coordinator at your club. Ask them to help your club achieve your goal!